10 Communication
Network

Buyer Driven
Processing
System
15

Fig. 1

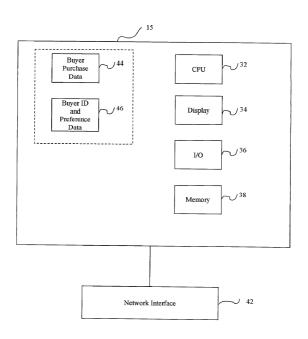
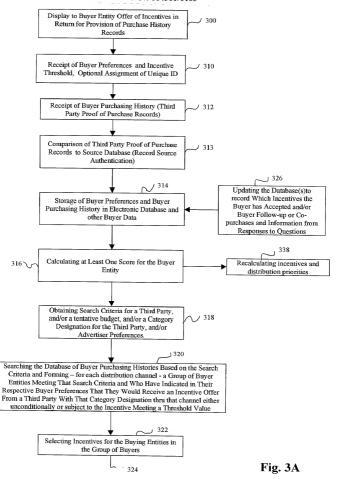


Fig. 2

TARGETING OF PURCHASING ENTITIES

Inventor(s): Mark Landesmann DOCKET NO.: 084561/0103



. TARGETING OF PURCHASING ENTITIES Inventor(s): Mark Landesmann DOCKET NO.: 084561/0103 / 324 Calculating a Charge to the Third Party for ノ 328 Distribution of Incentives to the Group 330 Sending Charge to Third Party Executing the Incentive Program including Transmitting Offers and Providing an Incentive When the Incentive Has Been Accepted For Forward-Looking Programs and Other Programs Where a Pre-Set Limit Has Been Set, Comparing the Total Number of Incentives Accepted to a Pre-Set Limit Value and Terminating the Incentive Program When the Pre-Set Value Has Been Reached Purge Old Proof of Purchase Records and/or Reduce the Value Accorded for These Proof of Purchase Records, So That Recalculated Scores Based, in Part, On Those Records, Are

. The: of Yek-Driven

Fig. 3B

Reduced

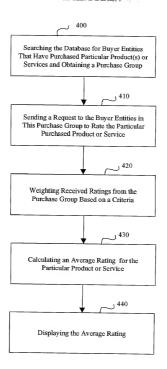


Fig. 4

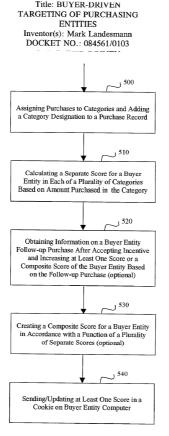


Fig. 5

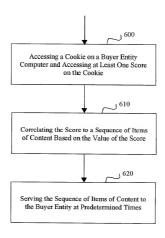


Fig. 6

TARGETING OF PURCHASING ENTITIES Inventor(s): Mark Landesmann

DOCKET NO.: 084561/0103

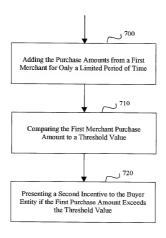


Fig. 7

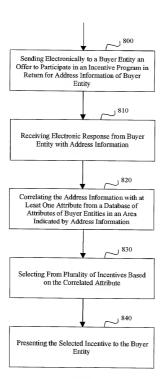


Fig. 8

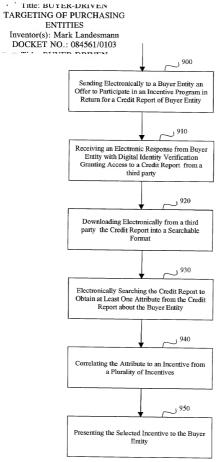
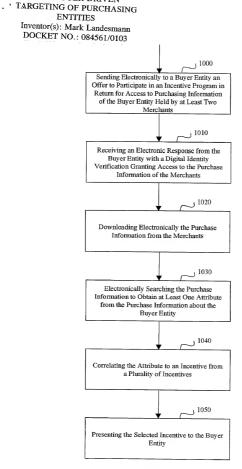


Fig. 9



. it.e: BUYER-DRIVEN

Fig. 10

Title: BuYER-DL VEN TARGETING OF PURCHASING ENTITIES Inventor(s): Mark Landesmann DOCKET NO .: 084561/0103 11100 Sending Electronically to a Buyer Entity an Offer to Participate in an Incentive Program in Return for Unverified Purchase Information Pertaining to the Buyer Entity and Access to Verification Information Held by Merchants , 1110 Receiving an Electronic Response With Unverified Purchase Information and a Digital Identity Verification Granting Access to Buyer Entity Purchase Verification Information Held by Merchants , 1120 Making a Comparison of the Unverified Purchase Information from the Buyer Entity and the Verification Information from the Merchants to Verify that the Unverified Purchase Information is Accurate Purchase Information 1130 Electronically Searching the Accurate Purchase Information to Obtain at Least One Attribute About the Buyer Entity , 1140

Correlating the Attribute to an Incentive from a Plurality of Incentives

1150

Presenting the Selected Incentive to the Buyer Entity

Fig. 11

Title: BUYER-DRIVEN
TARGETING OF PURCHASING
ENTITIES

Inventor(s): Mark Landesmann DOCKET NO.: 084561/0103

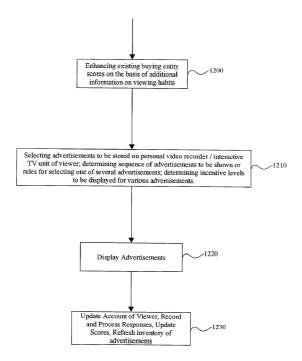


Fig. 12